

# Fundraising Ideas

Why do we do what we do, and  
how do we do it better?



- Why are you here today?
- What do you want to take away from attending today?
- My plan is for you to take away one thing to consider and potentially use when you return home.....

# Why

- The HD SA Mission Statement must be considered when planning an event.
- To find a cure
- Support for those affected by HD
- Educate the public about HD.

# Opportunities

- Golf outings
  - Hoopathons
  - Dinner – Football game/COE/Family
  - Amaryllis
  - Hikes/Bikes/Walk/Runs
  - Garage Sales
  - Lawn mower races
  - Card games – Texas Holdem
  - Motorcycle rally
  - School/classroom events
  - Bowling
  - Fashion Show
  - What else.....
- 

# Personal Experience

- Began 12 years ago in an elementary school and raised \$6,000.
- Simple Plan – everyone brings a friend, keep what worked, add something new, make it fun and free stuff. (t-shirt is a collector item)
- Currently raising over \$40,000 per year in MN and have 500-600 attendees and 150 shooters.
- Second hoopathon in year 2 in Michigan is raising \$4-\$5,000.
- First year hoopathon in SD raised \$5,000.

# Personal (hoopathon) Experience

- Is this like hula hoops? (don't assume)
- Create a format that will work
  - Time of year, place, weekend, adult, youth
  - Length of shooting time, keeping score, etc
  - Donor for total baskets made, age groups, etc
- What if I don't play basketball ...turn the corner with your event and make this an opportunity.

# Measuring Success

- The measure of success is based on the outcome you achieved according to the results you expected.
- Make the plan, do the work and evaluate the results.
- Don't take it personally.

# Personal Experience

- Will celebrities improve attendance/brand?
  - Timberwolves Dance line
  - Billy Aaron Brown
  - Ms. Teen MN/ Mrs. Minnesota
  - Louise Vetter/Barbara Boyle
  - Scoopie /Crunch
  - Trent Tucker/Randy Shaver/PA & Dubai
  - Dunk Team



# Personal Experience

## ➤ Sponsors

- MDB/Pepsi/Culvers/Bremer/Ameriprise/Xerox

## ➤ Variety

- Fish pond/ Wii/ guitar hero/cake walk/sumo/

## ➤ Raffles

- Bocchi ball/airline tickets/

## ➤ Flexible – Leadership Development 4 year cycle.

# Personal Experience

- Volunteers – source of contributions
  - Family/Friends
  - Board
  - Lions/Jaycees/Junior Lions
  - Boy Scouts
  - National Honor Society
  - Church groups
  - College SAC group/Fraternity/Sororities


# Personal Experience

- Pay it forward when it comes to adding attendees for the future.....
- Communication
  - Press release/call the newsroom/family story/
  - Facebook event/website/
- Ask others to help
  - MI hoopathon/SD hoopathon

# Common denominator's

- A “Champion”
- An event you can get behind...
- Variety
- Fun
- Base of attendees to begin with....
- Courage

# Common Denominators

- Adaptability, flexibility
  - Have a Plan
  - Plan to succeed
  - Use the rear view mirror to evaluate
  - Passion
  - BUT syndrome.....
  - Speak up (communication)
  - Learn from others.
- 

# The End

